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Stickerei-Bluse. St. Galler Modell.
Blouse en broderie. Modèle de St-Gall.
Embroidered blouse. A St. Gall model.
Blusa de bordado. Modelo de San Gall.

The „Swiss Textiles” *forecasts coming fashions*

In Lace and Embroidery

Blouses are again much in favor... Boleros... Black lace gowns over luminous green foundations... Mantillas... Shawls — the Spanish influence of South America... For warm Summer evenings, white or kaki cotton lace frocks... Gloves of colored lace.

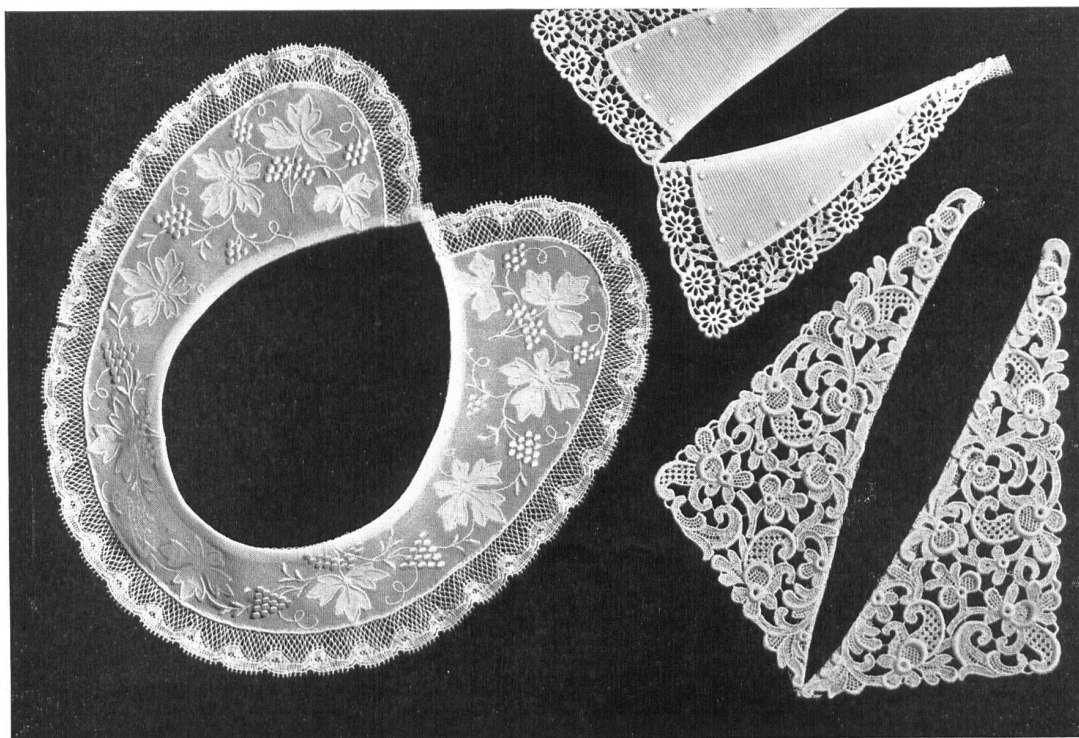
* * *

I feel that I should say that St. Gall laces and embroideries are being etherialized...

And this delicious white organdy gown in Broderie Anglaise should be presented against a background of flowering apple-trees and peach blossom, so that the airy transparency of its charming fabric might be revealed in full...

Each season the collection of St. Gall laces and embroideries show progress on that of the previous year, not only by the ever renewed range of designs and artistic creations, but also by the wonderful quality of the tissues.

In the case of heavy lace, for example: it seems to grow richer each year, more whitely gleaming and of deeper coloring, and falls in stately undulating folds, while vaporous laces grow more tenuous.



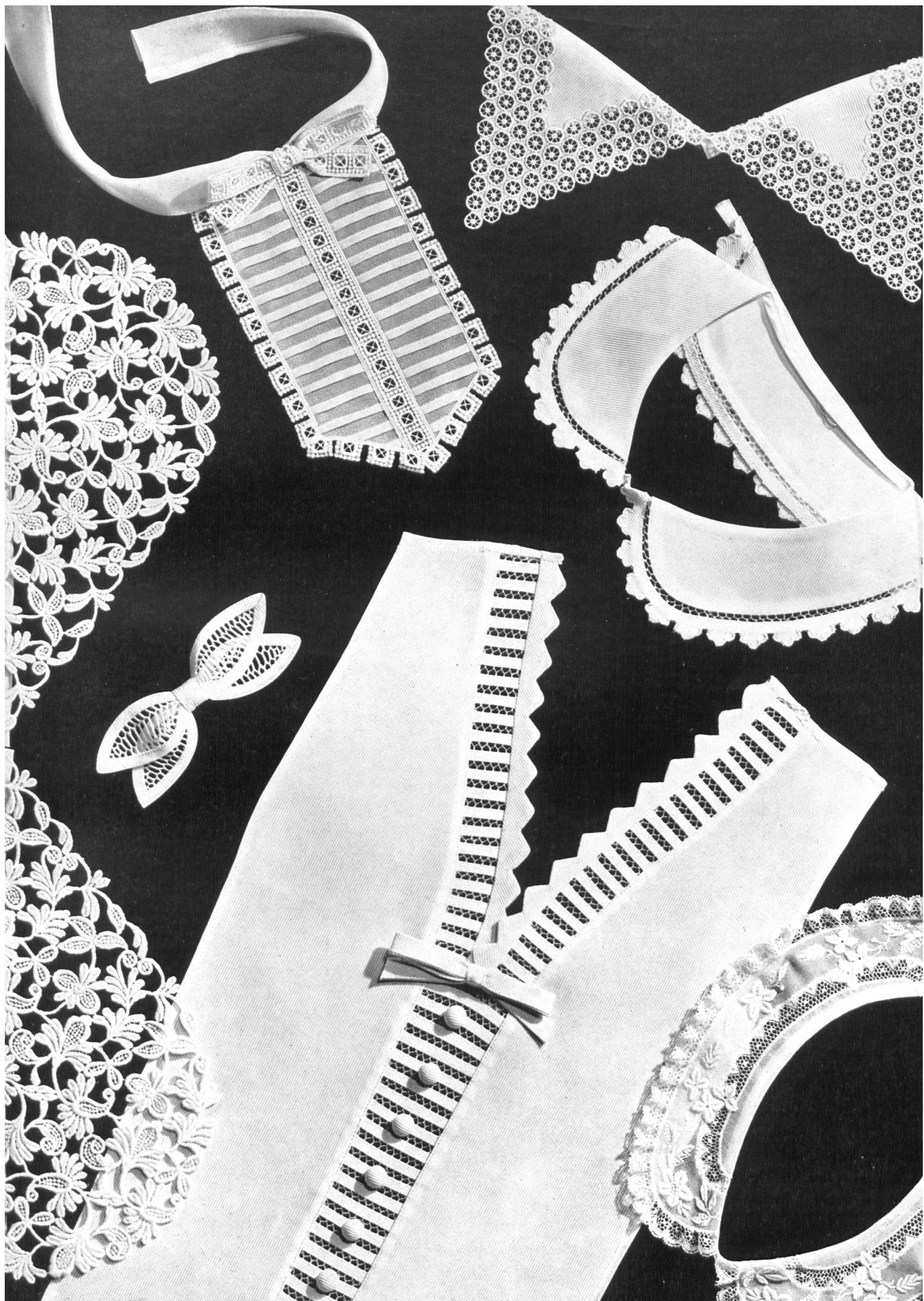
Die auf diesen 2 Seiten abgebildeten Stickereien wurden von Mitgliedern der Vereinigung Schweiz. Stickerei-Exporteure, St. Gallen, hergestellt. Sie wurden vom Industrie- und Gewerbemuseum, St. Gallen, zur Verfügung gestellt.

Les broderies reproduites sur ces 2 pages ont été confectionnées par des membres de l'Union suisse des exportateurs de borderies à St-Gall. Elles ont été mises à notre disposition par le Musée industriel et des arts et métiers de St-Gall.

The embroideries reproduced on these two pages are manufactured by members of the Swiss Embroidery Exporters Association, St. Gall. They have been placed at our disposal by the Industrial Arts and Crafts Museum, St. Gall.

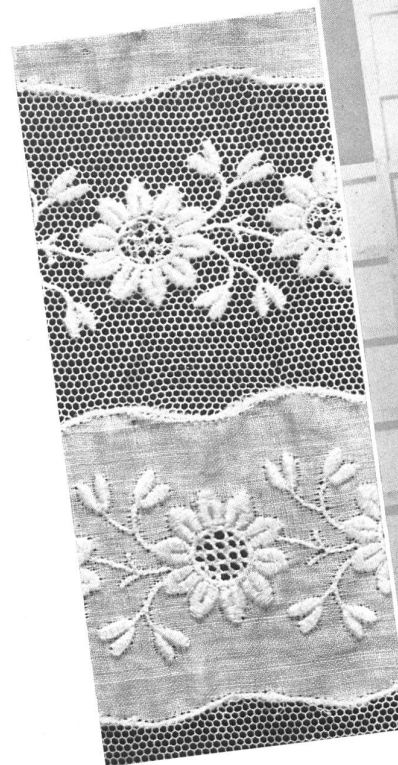
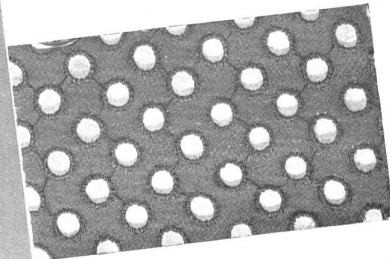
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Photos de Jongh.

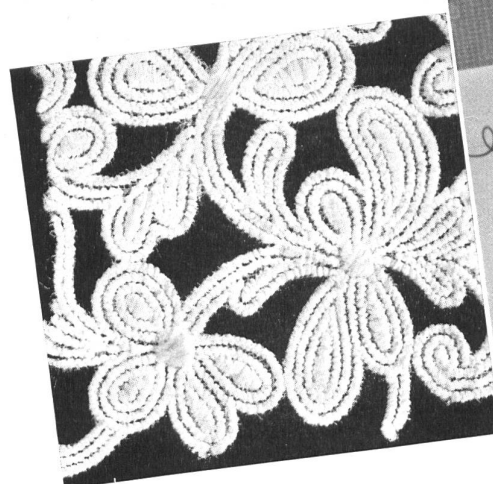




Nachmittagskleid mit klassischer «broderie anglaise» von St. Gallen in marron. Kragen in weissem Piqué.
 Robe d'après-midi en broderie trou-trou marron de St-Gall. Col piqué blanc.
 A maroon colored afternoon gown of eyelet or «trou-trou» embroidered St-Gall fabric; collar of white piqué.
 Vestido de tarde, en bordado «trou-trou» marrón de San Gall.



Nachmittagskleid mit besticktem Relief-Blumendessin auf Streifenstoff in «Linon» und weissem Tüll.
 Robe d'après-midi, guirlande brodée sur linon et tulle blancs.
 An afternoon frock; the flowers are embroidered on white lawn and tulle.
 Vestido de tarde; guirnalda bordada en linón y tul blancos.



Abendkleid in «crêpe mousse noir», mit weissem Spitzen-Besatz, in neuer St. Galler Technik.
 Robe du soir en crêpe mousse noir, garnie de bandes guipure blanche de St-Gall.
 An evening gown of black crêpe mousse trimmed with bands of white St. Gall guipure.
 Vestido de noche en crepe espuma negro, adornado con tiras de guipur blanca de San Gall.

Marchal, Genf
 Original-Modelle
 Modèles exclusifs
 Exclusive Models
 Modelos exclusivos
 Photos Néri.

Marchal, Gen

Original-Modell
Modèle exclusif
Exclusive Model
Modelo Exclusivo

Abendkleid in weissem besticktem Organdi. St. Galler Stoff und Stickerei der Union A. G., St. Gallen.

Robe du soir en organdi blanc brodé de St-Gall. Col du même. Broderies d'Union S. A., St-Gall.

An evening gown of white embroidered St-Gall organdy : collar of the same material. Embroideries from Union Ltd., St-Gall.

Vestido de noche en organdi blanco de San Gall. Cuello idéntico. Bordados de Union S. A., San Gall.

Photo Néri.



What a range of novelties ! Broderie Anglaise diversely prepared, embroidered lawns with adorable embroidered tulle insertions, eyelet or « trou-trou » embroideries greatly appreciated by Parisian dressmakers for afternoon gowns...

But especially do I wish to tell you about those « littler nothings » — as they are called by Parisian dressmakers...

Are you tired of the neck-line of your gowns ?

Then here are delicately embroidered collars, jabots of delightful lace-trimmed tucks, English lace collars on white piqué foundations...

Are your dark hued dresses too severe ?

Add a little bow of white piqué with drawn-thread work and embroidery and the effect is most jaunty... or collar and cuffs of embroidered white piqué...

Do you wish to have blouses for your tailored suit always ready for any emergency?

St. Gall designers can offer a selection of white, pink, écru and embroidered waistcoats — so easy to launder!

There are waistcoats of crêpe georgette with delicate lace incrustations, or fronts of rose piqué with drawn-thread work, waistcoats of georgette with lace trimmed tulle insertions and tulle covered with Broderie Anglaise.

Do you wish to add a feminine note to a sports suit?

Here is a dainty front of écru lace!

Do you wish to brighten a dark coat for Spring wear?

You have only to add smart white piqué revers trimmed with an embroidery of formal leaf design, while the piqué itself is embroidered with white spots.

For plain or printed silk frocks, there are still more charming accessories: collars embroidered with narrow lace edging, pink Valenciennes collars with appliqué embroidery on tulle...

Jaunty and practical accessories which can be added and taken off so easily: just a stitch, and the deed is done...

« Little nothings » of perfect quality, exquisite in taste, of St. Gall lace and embroidery...

« Little nothings »... which women love and need.

Andrée Brossin.



Gestickte Spitzenstoffe.
Laizes guipures brodées.
Embroidered Lace-Allovers.
Laizes Guipur bordados.

Theodor Locher, St. Gallen.

In der Mitte: Bestickter Batist.
Au milieu: Laize batiste brodée.
In the centre: Embroidered Batiste-Allover.
En el medio: Laize batiste bordado.

Photo de Jongh



Besticktes weisses St. Galler Organdi-Kleid. Schöpfung Grieder & Co., Zürich.

Organdi brodé blanc de St-Gall, création Grieder & Cie., Zurich.

White embroidered organdy from St-Gall, Creation Messrs. Grieder & Co., Zurich.

Organdi bordado blanco de San Gall creación Grieder & Co., Zurich.

Photo Bischof.